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EAST BAY SPCA TEAMS UP WITH NBC BAY AREA / KNTV AND TELEMUNDO 48 / KSTS FOR 2nd ANNUAL PET ADOPTION DRIVE – CLEAR THE SHELTERS – ON SATURDAY, JULY 23

Free Adoptions Sponsored by Subaru at East Bay SPCA on Saturday, July 23

OAKLAND, CA – (July 21, 2016) – The East Bay SPCA today announced that it has teamed up with NBC Bay Area / KNTV AND Telemundo 48 / KSTS to host NBCUniversal Owned Television Stations' Clear the Shelters second annual nationwide pet adoption drive. Thanks to a generous donation from Subaru of America, San Francisco Zone, the East Bay SPCA will offer adoptions with no fees on Saturday, July 23, as part of the nationwide Clear the Shelters initiative that seeks to find new homes for homeless pets.

"We're so excited to see this national TV spotlight on homeless animals here in the Bay Area," said Allison Lindquist, President and CEO of the East Bay SPCA. "Especially right now when we 100+ animals available at our shelters. Kitten season brings in many cats every year but this year, we have a lot of available dogs as well."

This year's Clear the Shelters event comes after last year's highly successful inaugural effort, which resulted in nearly 20,000 pets finding new homes through an unprecedented partnership between the NBCUniversal Owned Television Stations and hundreds of animal shelters located across the country and in Puerto Rico. The nationwide day of action literally emptied dozens of animal shelters across the country and inspired local communities to take action and open their homes to animals in need. Last year when the East Bay SPCA participated in Clear the Shelter dozens of animals found their forever homes.

WHAT: East Bay SPCA to participate as an official *Clear the Shelters* partner alongside NBC Bay Area / KNTV and Telemundo 48 / KSTS to offer no-cost adoption fees

WHEN: Saturday, July 23 from 10 AM to 6 PM

WHERE: 8323 Baldwin Street, Oakland, CA 94621
4651 Gleason Drive, Dublin, CA 94568

INFO: Viewers can visit nbcbayarea/cleartheshelters.com to access more information about *Clear the Shelters*, including the full list of local participating animal shelters

ADOPTION TRACKER: A real-time pet "**Adoption Tracker**" – posted on ClearTheShelters.com – will record the total number of pets that are adopted across all participating markets

SOCIAL: Use the hashtag **#ClearTheShelters** to follow the effort on Twitter, Facebook and Instagram. *Clear the Shelters* themed Snapchat filters will be activated on July 23. Spanish-language viewers can use the hashtag **#DesocuparLosAlbergues**

About the East Bay SPCA

The East Bay SPCA is a 501(c)3 nonprofit committed to the welfare of cats and dogs in Alameda and Contra Costa Counties that strives to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. Founded in 1874, it is one of the nation's oldest humane organizations and not affiliated with any other SPCA or Humane Society. It receives no funding from government, national or statewide organizations. We operate two [adoption centers](#) and two [spay/neuter centers](#), offer [dog training classes](#) and [humane education programs](#) in both Alameda and Contra Costa Counties, and a [full-service veterinary clinic](#) in Oakland. Information about the East Bay SPCA can be found at <http://www.eastbayspca.org> or by calling 510.569.0702.

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